



National Alliance BULLETIN

POST OFFICE BOX 4 • MOUNTAIN CITY • TN 37683 • USA • NATALL.COM

October 2022

National Alliance Pendants

Several National Alliance members got together and arranged with a professional jeweler to craft the pictured National Alliance pendant that the members designed. These pendants are nicely done. The (non-member) jeweler has no need to deal directly with our members, so the Alliance's National Office will interact with him and handle all orders through our Box 4 address. The price for the silver pendant alone is \$80. The 22-inch silver necklace chain is an additional \$20, and the nice engraved back (featuring our Alliance slogan, *Do right and fear no one*, or your membership number) is an extra \$5. Postage and handling is another \$10. The total for everything described is \$120. (For a longer 25-inch chain, include an extra \$5, or supply your own.) The jeweler says he is offering these at his cost, a very fair price. The Alliance makes nothing on the transaction, but will act as intermediary for orders of this handsome piece of Alliance-sanctioned jewelry for our members.

Cosmotheist Books

According to *Forbes* magazine, Elon Musk surpassed Jeff Bezos last year as the richest man on Earth, after Bezos had held that position the four previous years. Musk, who amassed his \$200-billion-plus fortune in space exploration with SpaceX, electric vehicles



Our new pendant and chain against lovely October Tennessee maple leaves backdrop

with Tesla, and other ventures, closed on his \$44 billion purchase of the “progressive” social media platform Twitter at the end of October. He claims that it will now become a free speech platform. He’s named himself “Chief Twit” and CEO, fired Twitter’s board of directors, most of its top non-White executives, and 2,000 of its employees. That is a good start. He describes himself as a “free speech absolutist” and is opposed by extremist queers and transgender freaks whom he doesn’t mind mocking. (As this issue of the **BULLETIN** goes to press, Mr. Musk met on 2 November with two leading Jews of the ADL hate

group, and with other non-White leaders, and assured them — and everyone else, in a tweet later that day — that, even after the drastic shakeups and massive firings, Twitter “will continue to combat hate.” Musk has retained Twitter’s chief censor Yoel Roth, and will incorporate members of the “civil rights community” into Twitter’s “Content Moderation Council” — so don’t expect unfettered free speech as you promote the Alliance there. You can find more details of all this in the 5 November *American Dissident Voices* broadcast.)

Jeff Bezos, on the other hand, is no friend of free speech at all. His Amazon.com, Inc. started out as an online bookstore and has now become the world’s biggest, a behemoth that currently controls 85% of *all* book sales worldwide. In Amazon’s early days Bezos claimed to offer “the good, the bad, and the ugly” — every book in print that was legal to sell. That changed in 2017 when Jews pressured him to ban a hundred or so books questioning their alleged “Holocaust” story. That list quickly expanded to include any books Jews claimed were promoting “hate” as defined by Jew pressure groups. These banned titles included nearly all books published by Cosmotheist Books, even late Alliance member William Gayley Simpson’s classic philosophical masterpiece, *Which Way, Western Man?* (That, and our other books that have been banned on Amazon are still available at our online bookstore: <https://cosmotheistchurch.org/>.)

When we were permitted to list our titles on Bezo’s platform, our relatively small bookstore could average sales of ten copies a day of William Pierce’s

novel, *The Turner Diaries*, providing a steady revenue stream for Alliance work — and sometimes as many as 30 a day when that novel was in the news. Now we are lucky to sell ten copies in a month of *The Turner Diaries*, formerly our best seller, since the Jews and Bezos took steps to suppress us. The NA-hating SPLC’s Heidi Beirich wannabe, Seyward Darby, writing in an obviously long-prepared piece in the Jew periodical the *New York Times*, claimed that Dr. Pierce’s 47-year-old novel “inspired the January 6th Capitol insurrection.” This was published on 7 January — the *very next day*! Considering what lead times are for a print publication, they must have been typesetting the piece at the very moment Chuck Schumer was cowering under a desk. Amazon removed *The Turner Diaries* a couple of days later. See here: <https://www.nytimes.com/2021/01/07/opinion/white-supremacists-capitol-riot.html>. Less than a week later, the *Times* railed against the book again: <https://www.nytimes.com/2021/01/12/books/turner-diaries-white-supremacists.html>. A quote from that second article:

Before it was removed from Amazon, “The Turner Diaries” had received hundreds of five-star reviews from readers extolling its message.

One would think that Amazon would want to offer such a popular book, one that is perfectly legal to sell, so that *Times* readers and others could discover what all the fuss was about, and make money off of its sales — but no, not even after America’s alleged “newspaper of record” generated such interest in it. Those anti-National Alliance articles and others from the supposedly prestigious and reliable “Gray Lady” were carried in many other



major periodicals across the nation. When Dr. Pierce told us in articles and broadcasts about Jew-controlled mass media, he was mostly describing newspapers and other print media, television, radio, Hollywood, and Madison Avenue. He had barely experienced what was to come with Amazon and Jew-controlled big tech. The *Times* links above are worth reading in order to witness firsthand the Jews' conspiracy against us, up close.

We are now offering historical revisionist Germar Rudolf's 2022 *The Day Amazon Murdered Free Speech* this month. His book documents Amazon's conversion from a free and open bookstore into an engine of Jewish censorship.

Correspondence

Greetings from Buncombe (a sundown community). Please find a US postal money order for \$175 for five more copies of *Cosmotheism: Religion of*

the Future. I always carry about a dozen National Alliance business cards and hand them out, and drop some at the post office when I'm there. Leave them at polling places and every shop/store where business cards are posted. I recommend that all NA members/supporters/friends do the same. I had some dog tags made with "Cosmotheist" replacing "No Preference" in the religion section. Keep your powder dry! — M.M., Georgia

Chairman Williams responds:

Thanks for the book order, M.M., and thanks also for your activism. When I was in southeast Asia in the late 1960s, my Vietnamese troops were impressed that I had "Buddhist" on my dog tags. I wasn't a Buddhist, of course, but no longer considered myself a Presbyterian, and Dr. Pierce hadn't founded Cosmotheism yet. Speaking of our business cards, I never owned one of those rather ostentatious, garish veteran caps until this year when I had some time between appointments at the VA hospital and found a very nice dark gray one with black "Special Forces — Vietnam 1961-1972" lettering and the Special Forces shoulder patch. I occasionally wear it when I'm out and about; now when someone notices it and says to me, "Thank you for your service," I politely say, "Don't thank me for that service in the 1960s, thank me for my service today," and hand the thanker an Alliance card from my shirt pocket. Hand-to-hand and face-to-face with a smile in a store's check-out line is more effective than simply leaving our cards laying around to be discovered by someone later.

To the National Alliance: I want to join the Alliance. I found you guys on the Internet while trying to find others with my mindset. I used a search engine called "DuckDuckGo," typed in "Aryan Organizations," and your Web site popped up in a search. I bookmarked it. The number of

White nationalist supporters in my area is so low that it makes me physically sick. I host a White nationalism Bitchute channel where I've posted videos from Dr. William L. Pierce, Ben Klassen, George Lincoln Rockwell, Robert Jay Mathews, and more. I am 22 years old, born and raised in Oregon, and am a clean shaven and properly groomed and dressed individual. I have my GED and a few college credits. I joined the Marine Corps infantry and got separated due to injuries. I worked on a farm before joining the Marine Corps, and I want to help fellow White farmers and truckers who are being taken advantage of. I am willing to do anything for my race and for this cause. I need to be a part of the National Alliance. Thank you for your consideration. — C.W., Oregon

Dear Will and Lana — We hope you are doing well. Our new address is below. We now live right across from where my wife grew up, which makes her happy. The boys are now one and two and a half years old, and growing up fast. We will make a decision about a third child by the end of the year. With the way society is heading and the looming financial crisis, we have to make sure all of us will be okay. Please keep my monthly pledge at \$50 for now. I'll send a money order soon as an additional donation. Thank you, — J. and T.G., Maryland

Chairman Williams responds: Our Alliance thanks you, J and T, and congratulates you on the purchase of your home. You have certainly been doing your part for the cause since your Cosmotheist wedding here in Tennessee. Best wishes for expanding your family in these trying times.

Hello Chairman Will. My mid-year contribution to the Alliance is so late this year that I am enclosing it in the same envelope as the check for my annual dues for 2023 (\$900). On the plus side I was able to make the contribution a bit more than last year (\$2,000!). I always look forward to receiving my NA BULLETIN, and the last couple of issues were especially encouraging. The newly acquired land on the Tennessee campus, with the possibility that more will be purchased soon, and the ongoing construction, especially of the William Luther Pierce Library, proves that the Alliance is not static, but most certainly on the way up. You and Mrs. Williams and all the National Alliance

staff and members who are bringing this about have my most sincere gratitude. One day our White brothers and sisters will understand what you have done for them. Sincerely, — R.O., North Carolina

Chairman Williams responds: We're doing what we can with what we have, R.O. We can do so much more once we increase our numbers and can attract *real* funding from more of our people of wealth. I know you are not a millionaire, so always appreciate that you are generous beyond your means. I always enjoy opening then processing our mail, but get a special participatory heart flutter for Alliance prospects when I see an envelope from R.O. in North Carolina.

To Cosmotheist Books: Enclosed is my \$20 check for five copies of *The Saga of White Will* comic book. Also, what do I need to do to join [the National Alliance] as a member? — R.A., Florida

Chairman Williams responds: R.A. was sent our *Building a New White World: What is the National Alliance?* booklet (that includes a membership application) along with a thank-you note and a few Alliance cards and stickers.

To Cosmotheist Books: I love the book [*Cosmotheism: Religion of the Future*]. It is something that every White man and woman should own. I am grateful now to have access to so many of Dr. Pierce's and Mr. Strom's writings in book form. Modern religion always seemed to have something missing and never really appealed to me. Reading about Cosmotheism has given me something to believe and has helped my racial awakening. I personally have two copies of the book. One I keep in a fire box with important documents and heirlooms. The other I always carry, write in, and add notes in my favorite sections. I hope the Cosmotheist Church publishes a hardcover copy. Besides *Cosmotheism: Religion of the Future* I have purchased *Pocahontas Show Trial* and *New World Order Comix: The Saga of White Will* — and have also been gifted a copy of *The Turner Diaries* by a friend. — D.C., California (via whitebiocentrism.com)

Chairman Williams responds: You can be assured that the Cosmotheist Church will eventually publish other editions of what is now considered its bible, D.C. You hold what will someday be the rare first edition. Members should be encouraged that young Whites like D.C. are being attracted to our Alliance and to its Cosmotheist beliefs. He plans to join our Alliance on his 18th birthday in January. With more bright White youth like D.C. coming to Cosmotheism, the future of the Race is secure.

Dear National Alliance, I am working hard to learn everything I can. I wish to be the best. However, the way things are going, I feel that I haven't much time left before life becomes very hard. I wish that I had discovered the National Alliance five years ago; I would've had "The Old College Syllabus — Radicalized" read, studied, and mastered by now. Then, I believe, recruiting would be facile.

What really convinced me that Jews were a threat to begin with were short videos of their disgusting rituals. Then I learned these people were in most positions of power. Knowing just these two points, the world made much more sense. The biggest obstacle I have encountered in my town is Christianity. When I told a Trump supporter that this government is corrupt beyond redemption, he said, "Well that goes against faith in Jesus Christ

that no man is beyond redemption." At least he took a flier. I figured that if Whites can be awakened to the JQ, then they're halfway our way. That was the objective with my mass distribution of the "Day of Infamy" fliers; Jews are not our friends. Now that their conscience is primed they may begin to notice subtleties which might lead them to NA Web sites and our fliers. — *P.C., Oklahoma*

Unique Use of Alliance Bumper Sticker

National Alliance bumper stickers aren't just for bumpers: An activist in California sent us a photo (see next page) of our latest sticker on an election yard sign. The provider of the sign, Mr. Steiner, a "centrist" Democrat who aspires to be a Congressman, is not a Jew. He is a race-mixer, however, married to a Cambodian refugee, thus is not eligible for National Alliance membership since his bride is a non-White dependent. The quadrennial ritual known as the midterm election will have passed before most members receive this issue of our **BULLETIN**, but there will be plenty of opportunities, yard signs and other kinds, to get out our truthful and important message — and it will ring true with many of our folk.

Commentary by Chairman William White Williams

Growing the National Alliance Community the Organic Way

Report from California

Dear Chairman: On 29 October three Alliance Members met at a coffee shop in California for our second meeting in less than a month. Our agenda: Alliance-building and the potential creation of a Local Unit in the northern part of our state. We discussed each item on our agenda without irrelevant digressions. The meeting was well-structured; Alliance material was shared and discussed. One of us took careful notes. We discussed Alliance policy on what it will take for us to build a Local

Unit, who to recruit and how, and our possible outreach campaign. We still have a way to go, but we're confident that there's potential for an organized local, or at least a regional Alliance presence here. It will be accomplished with the utmost care and forethought and guidance from you. Nothing will be hastily thrown together. We're in touch now with at least three other members in our area, though they couldn't attend this meeting. We also know three other individuals who aren't currently Alliance members, but who've expressed strong desires to join as soon as they're able. While it is likely that some of the members here in Northern



Whites can't escape the Jews' trap by voting, but an election does provide us with a time of heightened awareness of our enemies' malice. We can take advantage of that awareness by getting our message out now, and in the weeks following the vote.



Northern California National Alliance members meet to organize.

California will be relocating to Johnson County, Tennessee to help out at the National Office, the situation here as it currently stands makes it even more likely that an officially-sanctioned NA group will be here at some point during 2023. We believe there are many receptive Whites here, so we're stepping up our outreach activity to try and recruit more people. Sincerely — M.C., *California*

Several years ago, we thought the New England area would produce the first NA Local Unit, as it had the largest concentration of members at the time and they were meeting monthly, but for one reason or another that did not materialize. Others have expressed interest in organizing a Local Unit, but they have not had enough members yet in their area to meet the threshold. I have been working with our northern California members and believe M.C., a serious activist, is determined to make our Alliance succeed there. He doubled his monthly pledge this month from the \$20 minimum to \$40 to show his commitment, as did his lady friend, F.F., who has recently joined. What a power couple! Note the photo of them with another serious activist member, B.M., taken at their 29 October get-together.

Is the Alliance a Political Organization, a Community, or a Church?

In response to our 1 October *American Dissident Voices* broadcast "Voting Our Way Out," a guest on *National Vanguard* offered up this comment:

...Peaceful separation and rebuilding is the only way of escaping the mayhem brought upon us by the evil we know. There's not time nor resources to convince those 90% of Whites who are beyond the point of no return — morally, intellectually, genetically. That is a tragic riddance when one considers the beautiful and so gifted Europeans

who have been brainwashed into horrific miscegenation — but a less tragic riddance when we think how ungrateful for their heritage they are, and how they have been turned into dangerous, indifferent pawns on the strings of evil. An incorruptible system of self-governing, one that equally benefits and respects the community and the individual, needs to be formulated. A strong set of virtues, and harmony with Nature, should be at the core if it. I, for one, don't see a place for a "church" in the Alliance's message, especially as we know how a church twisted people's minds into terrible "good-doing" hypocrisy. At best, religion is potent, but slippery and inherently prone to fallacy. No one can or should claim to know elaborate truths from beyond, and any such belief or vision, however strong, can only stay as an outline and should remain personal. The community's constitution — including that harmony with Nature — should be what unites and governs us. — anonymous guest on *National Vanguard*

In the sense of ideas relating to a good government, forming a new government, and in the sense of formulating its principles (rather than actually administering the current government, which we aim to replace), the National Alliance *is* political, but not a party that plans to engage in democratic electioneering, which makes no sense when we are so outnumbered. Our guest is talking about the spiritual foundation of our Alliance, but he doesn't care for the word "church" in Cosmotheist Church. He sees the potency of religion, but has seen how Semitic-based churches, not in harmony with Nature, become corrupted. If one doesn't like the word "church," think of Cosmotheism as a philosophy of life, an ideology, a belief system, a racial worldview that can't be corrupted. As for Dr. Pierce's model for a Cosmotheist Community, I like his description from the 1970s in his speech, "The Trouble With People":

There is one firm and safe conclusion we can draw, and it's this: Our efforts will be more effective — we'll be more successful in recruiting new people — the more we are able to work *with* people's instincts instead of against them. Now we are appealing to just one instinct. It's the highest, the finest, the noblest instinct that we have — the Creator's urge toward self-realization. But we cannot now also appeal to people's cruder instincts, the instincts which, in most people, are the dominant ones. We cannot, at this time, offer people safety or popularity or wealth. All that we can offer them is an opportunity to make sacrifices, to undergo dangers and hardships, and to suffer social ostracism for the sake of the Creator's purpose. And that means that our message will find a response only in a small minority of our people at this time. That makes things slow and difficult and often discouraging for us. But there's no way around it — for a while yet.

The good aspect of this is that we'll recruit only the spiritually best of our people — and those are the ones on whom we must build our foundation.... [W]e must be thinking now of the ways in which we can broaden our appeal in the future, and ways in which we can appeal to people's other instincts in a natural and healthy way consistent with our purpose. The most important of these ways is the building of a genuine organic community. When we have not just a collection of people paying their dues each month to the Alliance, but a real community of men and women and children living together, working together, and sacrificing together for our common purpose, our shared purpose — then we will have come a long way. And it need not be an especially large community. What's more important than numbers is the *sense* of community, the feeling of community. When we have that then we can put our own herd instinct to work — and it will be a much more powerful, more compelling herd instinct than that which the enemy is now manipulating; because the enemy, in order to accomplish his destructive purpose, had first to set about breaking down and undermining the already-existing sense of community in America. Before he could begin employing herd instinct to promote racial mixing, he had to destroy the basis on which herd instinct had formerly opposed that mixing. He had to destroy White solidarity. He had to turn a national and racial community into an

atomized mass of individuals, and that's exactly what he's done.

This set of guidelines by Dr. Pierce is what he later attempted to implement when he moved the National Alliance headquarters to remote West Virginia in the mid-1980s. He had moderate success, but following his death in 2002 that model Cosmotheist Community fell into decline, due mostly to mismanagement by his successor who did not follow our founder's concept of building a "not especially large" but "genuine organic community." The Cosmotheist worldview that William Pierce knew would appeal to the "spiritually best of our people, the ones we must build with," was foolishly jettisoned. Instead, that successor replaced what Dr. Pierce and his followers had carefully built for 30 years with a broader, Christian-friendly outreach. What a blunder!

How did that work out? By the time I managed to take over what was left of the Alliance, the organization had lost *all of its Local Units and 98% of its members!* We have been determined since October of 2014, when I became Chairman, to follow our founder's Cosmotheist Community model again, now headquartered in Upper East Tennessee. The NA still owns 82 developed acres in West Virginia that we eventually will sell and put the proceeds toward Alliance-building on our over 60-acre Alliance property here in Tennessee. Further expansion of our National Office infrastructure and our genuine Cosmotheist Community is planned — as we can afford it and as more members relocate to this area. **W. W. W.**